

Dienger, Whitney

67054 OHROC-Wilson ver #2

From: Jacobs, Sarah
Sent: Monday, October 22, 2012 3:23 PM
To: Dienger, Whitney
Subject: FW: URGENT MKGDS: OHROC/Wilson

Please move these to Monday 10/29.

Thanks

SAJ

w/ Same Priority Code

From: Robert Clegg [mailto:bobclegg@ameritech.net]
Sent: Monday, October 22, 2012 3:03 PM
To: Jacobs, Sarah
Subject: Re: URGENT MKGDS: OHROC/Wilson

Can you move them to 10/29?

Sent from my iPhone

On Oct 22, 2012, at 2:11 PM, "Jacobs, Sarah" <SJacobs@local12.com> wrote:

Bob:

We have spots N/A from Friday 10/19...

I want to move ALL to this week, w/o 10/22 - no change in rates. Please confirm.

- ✓ \$1200 6pm P2
- ✓ \$450 7-8a P2
- ✓ \$250 5-530a P3
- ✓ \$725 Noon P2
- ✓ \$750 Letterman P2
- ✓ \$600 6-7a P2
- ✓ \$350 9-10a P2
- ✓ \$375 4pm P3 4p-430p

Thanks
 SAJ

10/22/2012

ORDER

Orders	Order / Rev:	67054
	Alt Order #:	
	Product Desc:	OH State Representative
	Estimate:	OH State Representative
	Flight Dates:	10/19/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Agency	Name:	Midwest Comm & Media
	Buying Contact:	
	Billing Contact:	
		49 S Grant Ave
		Columbus, OH 43215

Advertiser	Ohio House Rep Org Comm Mike Willis
Name:	HH
Demographic:	
Product Codes:	State Elections
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	38	\$21,300.00	\$18,105.00
10/29/12	10/29/12	8	\$4,700.00	\$3,995.00

Totals					
Month		# Spots	Gross Amount	Net Amount	Rating
October 2012		38	\$21,300.00	\$18,105.00	0.00
November 2012		8	\$4,700.00	\$3,995.00	0.00
Totals		46	\$26,000.00	\$22,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	33%	\$26,000.00
Market	100%	\$78,787.88

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	67%	\$52,787.88
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	Type	<u>Spots</u>	<u>Amount</u>
N 1	WKRC	10/19/12	10/26/12	5a Good Morn Cincinnati	M	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	11111--	:30	5	\$250.00P-3		0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	--1---	1	\$250.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		1	WKRC	10/15/12-10/21/12	5a Good Morn Cincinnati	5:00 AM-5:30 AM	5:00 A-----F----	:30		(\$250.00)	0.00	NM			
	<i>See MG 1.7</i>														
	[No Copy]														
7	NRKC	10/29/12-10/29/12	5a	Good Morn Cincinnati		5:00 AM-5:30 AM	5:30 AM-----	:	30	\$250.00		0.00	NM		
	(MG for 1.1 10/19)														
	[Approved by Buyer]														
Week:	10/22/12	10/28/12		11111--		5	\$250.00		0.00						

